to allow Foreign Direct Investment upto 26% in Indian entities publishing newspapers and periodicals dealing in news and current affairs. It has also been decided to allow Indian editions of foreign scientific, technical and speciality magazines/periodicals/journals and foreign investment upto 74% in Indian entities publishing scientific, technical and speciality magazines/periodicals/ journals.

Ordinance to regulate the working of Cable TV Network

92. SHRI P. PRABHAKAR REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have issued an ordinance to regulate the working of Cable Television Network in the country;

(b) if so, the details thereof and the reasons therefor; and

(c) the steps proposed to be taken to safeguard the interests of the cable viewers who have been threatened by the cable operators with a hefty hike in the cable charges with immediate effect?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) Does not arise.

(c) The Government has introduced the Cable Television Networks (Regulation) Amendment Bill, 2002 to enable mandating of an addressable system for viewing of pay channels through cable networks. The system when mandated, will allow the consumer to choose and pay for the channel(s) that he wishes to watch.

Adult-oriented advertisements on TV channels

93. SHRI SANTOSH BAGRODIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that there are many advertisements running on various TV channels that are adult-oriented and obscene for the Indian society;

(b) the action Government propose to take against TV channels that are showing such commercials; and

(c) whether Government propose to restrict advertising companies on making and TV channels for showing such adult-oriented commercials?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) All television channels transmitted or retransmitted through the Cable Network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Advertising Code stipulates that advertising carried in the cable service should not offend morality or decency. To look into the violations of the advertising code, the Government has constituted an inter-Ministerial Committee consisting of officers from the Ministries of Information and Broadcasting, Women and Child Development, Health and Law and a representative from the Advertising Standards Council of India. Appropriate action is taken against channels violating the Code.

Vijayawada T.V. production centre

94. DR. ALLADI P. RAJKUMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a demand has been made to convert the Vijayawada T.V. production centre into a full-fledged Kendra; and

(b) if so, the Government's response in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) Prasar Bharati has intimated that Doordarshan's policy is to set up only one full-fledged Doordarshan Kendra at each State capital. Other programme production centres in any State, contribute to the programmes relayed from the main Doordarshan Kendra as part of the respective regional language channel. In the State of Andhra Pradesh, a full-fledged Doordarshan Kendra is functioning at Hyderabad. There is no scheme to convert Vijayawada Studio to a full-fledged Doordarshan Kendra.

Surrogate advertisements in media

95. SHRI RAJNATH SINGH 'SURYA': Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of cases of surrogate advertisements in media which have come to the notice of Government in the recent past; and